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ABSTRACT

This bibliography lists journal articles concerning various aspects of the suburban press. Annotated selections, arranged alphabetically according to journal title, are gathered from the following periodicals: "Advertising Age," "Business Week," "Columbia Journalism Review," "Editor and Publisher," "Grassroots Editor," "Journalism Abstracts," "Journalism Quarterly," "Nieman Reports," "Printers Ink," "The Quill," "Sales Management," "Saturday Review," "Time," "U.S. News," "The New York Times," "Wall Street Journal," and "Chicago Journalism Review." Selections from "American Press," "Publisher's Auxiliary," and "National Publisher" are not annotated. (KS)

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Suburban Press Research Series No. 16, October 1974

The Suburban Press; first steps toward an annotated bibliography

Produced by the Suburban
Press Research Center

Richard A. Schreiber, Ph.D.
Acting Coordinator

CS 202 940

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1973. Howard, Niles. "Get It Together, And Then Tell Us About It, USSPI Advised" 44:30, July 9.
Advice given U.S. Suburban Press, Inc. by representatives of national ad agencies on how the suburban press can become the "biggest new national medium since network TV."

1971. "U.S. Suburb Press Eyes '76 Volume of $50,000,000," 42:26, September 6.
Survey of the first five months of the U.S. Suburban Press, Inc., and their future expectations, according to president James Marson.

1970. O"Connor, J.S. "Sprawling Cities, Low Rates Spur Suburban Group," 41:111-112, April 20.
Statistics and reasons for the increase in suburban dailies, weeklies. Discusses population, advertising, news coverage, zoning, etc.

1970. "Suburban Newspapers in The 70's," 41:56, January 19.
Comments by Otto Fuerbringer, vice-president for newspapers, Time, Inc., about population trends in cities and suburbs in regard to their effect on newspapers.

1966. "Dimensions For Debut," 37:18, September 19.
Description and goals for the monthly supplement "Dimensions in Living" by publisher Elmer Werles.

Business Week

1966. "Where Small News Spells Big Profits," p. 127-28, August 27.
How suburban newspapers have been competing with their city counterparts. Statistics given generally pertain to advertising space and circulation.

Columbia Journalism Review

1974. Bogart, Leo. "Urban Papers Under Pressure," p. 36, September-October.
Author states that the time has come to challenge the commonly accepted dividing line between city and suburbs; believes metropolitan press should take an active part in urging an end to this distinction.

Columbia Journalism Review (con't)

1966. Diamond, Edwin. "How To Make A Newspaper: The Case of The Suffolk Sun," p. 30-33, Winter.
Story of the planning of a new newspaper. Interviews, sampling, etc., that preceeded establishment of the Suffolk Sun.

1963. "Suburb and City," p. 23-23, Summer.
Introduction plus 10 front-page suburban newspapers (Newsday, Waukegan News-Sun, etc.) contrasted with same-day front page of their metropolitan competitor (New York Journal American, Chicago Daily News). Data, comment for each pair.

Editor and Publisher

1973. "Suburban Papers Need Much More Market Research," 106:20, July 21.
Problems of suburban newspapers becoming a national advertising media is discussed by national ad men at annual meeting of U.S. Suburban Press, Inc. Suggestions were more marketing research, less comparison with metro dailies; and, in general, the suburban editor must answer: "What Can You Offer That We Can't Buy Someplace Else?"

1973. Lovelady, S. "How To Cover The Suburbs," 106:14, September 15.
How the Philadelphia Inquirer covers the suburbs in the face of 157 suburban newspapers with 1,000 editors and reporters and a combined circulation of 1.6 million.

1972. "Paddock Group Adds Two More Weeklies," 105:37, March 4.
Purchase of The Lombardian and Villa Park Review by Paddock Du Page Newspapers (from McKay Publications of Lombard) brings their total to 12.

1972. "Suburbans Get Panel of 10 As Market Advisers," 105:15, February 5.
Article features media and marketing advisers on a project of the Suburban Newspaper Research Center, R & D arm of Suburban Newspapers of America. History, purpose of the Research Center are highlighted.

1971. Schwartz, S. "3-Days-A-Week Paper Serves Its Community in Indiana." 104:48, September 18.
The history and day-to-day operation of the "Berne Witness." The printing, newsgathering policies, etc., are told by its editor. The paper is a tri-weekly in a city of 3,000.

Editor and Publisher (con't)

1971. Tomkinson, C. "Suburban Newspaper Groups Merge In New Organization," 104:7, March 20.
Three suburban newspaper organizations merge into Suburban Newspapers of America. Goals, problems of membership in the association discussed by the three presidents of the merger groups.

1971. "ComCorp Starts Another Paper Near Cleveland," 104:39, February 20.
ComCorp adds another newspaper to its chain in the Cleveland suburbs. The "Southeast Sun" will serve more than 135,000 suburban residents.

1971. "Suburban Papers Target Research to Metro Stores," 104:107, January 9.
Details of a survey entitled "The Suburban Majority," released by members of the Gannett Group. Survey determines where suburbanites were "most likely" to read ads for local stores, where they work, income, etc.

1970. Tomkinson, C. "NNA Meeting Brings Suburban Co-op Closer," 103:10, November 7.
The merging of services of the Suburban Section of the NNA, The Suburban Press Foundation, and Accredited Home Newspapers of America as debated during the NNA meeting, October, 1970.

1970. "Suburb Newspapers Face Many Changes," 103:38, March 21.
Suburban papers no longer are guaranteed of growth; regular and searching self-examination and upgraded services will be required for further growth. Other opinions by Paul Hirt, promotion manager of Chicago Sun-Times and Daily News.

1969. Healey, G.B. "Woman Editor Tough in Pollution Fight," 102:34, October 4.
Pointing out a conservation crisis helped win the Suburban Journalist of the Year Award. Tells of winner's investigation, reporting.

1969. "DAWN Trademark is Adopted for Suburban Group," 102:27, August 30.
An effort to tie together the 15 newspapers published in a three-county area around Detroit, now designated Detroit Area Weekly Newspapers (DAWN) with the DAWN trademark.

Editor and Publisher (con't)

1969. Friedman, R. "Community Leader," 102:34, March 1.
Results of New York Press Assn.'s judging of Best Suburban Newspaper. Winner, runner-up praised, criticized.

1969. Watson, C. "New Concept in Expansion Brings Gains," 102: 17-18, March 1.
The idea behind, goals of, and success of the Orange County supplement, which is published separately and integrated into the Los Angeles Times.

1968. "Studying The Market for Suburban Dailies," 101:22, June 22.
Success story of an advertiser who started his own weekly. In spite of heavy competition, it began to show a profit almost immediately.

1968. Friedman, R. "Suburban Story," 101:66, October 19.
"Digging Deep for Problem News" was seminar topic. Several investigations told in detail.

1968. "Suburban Press Foundations' Annual Editorial Seminar, 8th Chicago," 101:66, October 12.
Results of the SPF seminar in DeKalb, Ill. What college graduates look for--and get--in the suburban dailies and weeklies.

1968. Friedman, R. "Suburban Non-Dailies Told To Run Like Hell," 101:66, October 12.
Main topics of the Editorial Seminar at Northern Illinois University are reported, including starting salaries for reporters, responsibility, and other questions asked by journalism students.

1968. Friedman, R. "Parks," 101:44, November 9.
Analysis of the investigations by one of the runners-up in the Suburban Journalist of the Year award who did her "in-depth reporting of a community nature" on municipal parks.

1967. Friedman, R. "Suburban Awards and Talk," 100:100, October 14.
Ideas and awards given during the Suburban Press Editorial Seminar. Photography, layout and civic concern are examples of topics discussed.

Editor and Publisher (con't)

1967. Healey, G. B. "Group Plans Attack On Hayden Proposal," 100:18d, October 14.
Attack on the "Failing Newspaper Act" by the Newspaper Committee for a Free and Competitive Press. Brings out view that the bill would put suburban press under the domination of the metro dailies.

1967. "4 for 1 Split Gives Daily a Local Niche," 100:22, July 8.
The "New Westminster Columbian" (W. Vancouver, British Columbia) splits into four suburban papers. Gives circulation figures and reasons for the change.

1967. "Suburban Press Unit Representatives Plan Gets Off To A Flying Start," 100:48, April 15.
SPUR as the advertising arm of the Suburban Press Foundation. Newspapers in the group will co-operate in merchandising activities, market development and research directed toward documenting the growth of the suburban press as a communications medium.

1967. Johnson, K. S. "Suburbs Battleground for Mets," 100:11, March 25.
A representative of Field Enterprises stresses that their competition is not with the Paddock Publications but with the "Chicago Tribune."

1967. Brenna, T. "Second Suburbs Supplement Venture Founders," 100:11, February 18.
"Dimensions in Living"--a monthly magazine section distributed in small dailies and weeklies--discontinued. Article shows how it lost advertising revenue.

1967. "Paddock Newspapers Tri-Weekly," 100:19, January 21.
Paddock Publications' 16 weekly newspapers go from weekly to tri-weekly. Change is culmination of three years of development reader surveys, etc.

1966. Friedman, R. "Family Pages in Suburban Newspapers," 99:32-3, December 17.
Results of a critique done by Dr. Granville Price, director, Suburban Press Research Center, Northern Illinois University, of suburban weekly newspaper family pages.

1966. Friedman, R. "Suburban Chicago Story," 99:55, October 29.
Winner of the first "Suburban Journalist of the Year" award, in recognition of "continuing contribution by a suburban journalist in advancing public understanding of some aspect of suburban family or community life."

Editor and Publisher (con't)

1966. Friedman, R. "Suburban Journalist," 99:55, October 29.
Awards by The Suburban Press Foundation announced, including "Suburban Journalist of The Year." Comments by contest judge, Dr. H. Goodwin, concerning writing style, importance of suburban journalism, etc.

1966. "Field Starts Second Daily in Suburbs," 99:13, April 2.
Announcement of the publication of "Prospect Day"--a suburban daily by Field Enterprises, Inc. Potential readership and competition with local papers mentioned.

1966. Healey, G. B. "National Revenue Suburbs Target," 99:17, March 5.
Advice given to suburban newspapers in northern Illinois to obtain more advertising.

1965. "Find Surveys Help Suburban Papers," 98:36, November 20.
Results of a readership survey conducted by a New York suburban paper. Analyzed by the Suburban Press Foundation.

1965. "2 Young Men On New Team Buying Suburban Papers," 98:14, August 21.
Two men team to publish the "Chicago Daily Calumet," five affiliated "Journal" newspapers in the suburbs, and a weekly shopper.

1964. "Cartoonists in Suburbia," 97:66, June 6.
Sketch of three cartoonists who work for nonsyndicated papers.

1964. "Suburban Press Group Learns Reader Habits," 97:50, June 6.
Suburban Press Foundation method for conducting a survey to find reader's habits and what advertising agents think of suburban papers.

1964. Friedman, R. "Civil Rights in Suburbia," 97:50, May 23.
Problems of a weekly newspaper's role in the civil rights movement. How several newspapers coped, even when there was no particular racial problem in their own community.

1964. "Nation Suburban Press Foundations Conference," 97:54-5, March 7.
Remarks of Edward Lindsay, editor and director of Lindsay-Schaub Newspapers; Inc. Generally optimistic, he calls for more reporters, more research, better logistics and higher quality.

Editor and Publisher (con't)

1963. "Suburban New York Dailies Say Circulation Up," 96:11, October 19.
Circulation figures for some 25 New York area papers. Most compare 1963 with 1963.

1963. "Foundation Comes Last," 96:34, October 12.
Suburban Press Foundation conference in New York--an attempt to obtain Eastern members. Robert Paddock details SPF aims.

1963. "Los Angeles Times Gives Orange County Daily Section," 96:58, October 5.
Climaxing a decade of growth in Orange County, The Los Angeles Times increases its Sunday-Thursday sections in Orange County to daily news coverage.

1963. "Weekly Inside Daily Serves Suburban Area," 96:32, September 14.
Sept. 5 first edition of "Metro-West"--a weekly supplement to the "Oregon Journal." Potential advertising and growth discussed by its editors.

1963. Friedman, R. "Suburban Group," 96:29, March 16.
Suburban weekly journalism typified by an in-depth look at Lloyd Hollister Inc., publications. Make-up, other departments, editorial staff of Hollister papers discussed.

1962. "Strike Brings New York Daily to New Jersey Suburbs," 95:10, December 15.
Ridgewood (N.J.) Newspapers (formerly published Sunday, Thursday) and why they went daily ahead of schedule due to the strike of New York dailies.

1962. "Suburbia Publisher Eyes Million Gross," 95:16, December 1.
Study of New York suburban paper going from losing money in 1961 to grossing $1 million in 1963.

1962. "Suburban Press Tabbed 'Journalism of Tomorrow'", 95:9, February 3.
Summary of speeches made to suburban newspapermen during two days of the Editorial, Advertisement and Promotional Clinic of Suburban Press Foundation Inc.

1961. Friedman, R. "Journey Into Suburbia," 94:44-45, December 30.
Well-documented statistics of the growth of the "Third Force"--the suburban press.

Grassroots Editor

1973. Sim, John Cameron. "Toward a Definition of Suburban Newspaper," p. 26, November-December.
Summary of the dilemma of defining a suburb, a newspaper and, finally, a suburban newspaper.

Journalism Abstracts

1972. Lister, Harold. "The Suburban Press: A Separate Journalism," University of Georgia.
Thesis presents history of the suburban press (emphasis since World War II), its likely future development and role in society, the history of the peculiar communities it serves and documented analysis of career opportunities it offers.

1972. Kramer, Robert K. "A Case Study of Neighbor Newspapers, Inc.," University of Georgia.
Thesis is a study to determine the reason for success of the Neighbor Newspapers in the Atlanta suburbs.

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Thesis demonstrates the effects of community attitudes on the weekly newspaper.

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A thesis to test the assertion that the smaller newspapers which circulate in urban areas of Florida are not in competition with the metropolitan daily press but provide supplementary services.

1969. Blankenburg, William Burl. "Community Press Councils," Stanford University.
Thesis devotes study to two local press councils to determine 1) how a working council defined its own task, 2) what procedures it employed, 3) what effects it had.

1969. Ulrich, Kenneth George. "A Chicago Metropolitan Enters The Suburban Market: Field Enterprises and Paddock Publications," University of Missouri.
This thesis assesses the impact of the founding of Field Enterprises' daily suburban Arlington Day on the Arlington Heights Herald, a successful weekly of Paddock Publications.

Journalism Abstracts (con't)

1969. Kline, F. Gerald. "Urban-Suburban Family Structure and Media Use," University of Minnesota.
Thesis answers a series of questions concerning constitution of life-style in different ecological locations and the effect it might have on media use behavior.

1968. Youngren, Harrison. "The Community Press and Its Service Base," Southern Illinois University.
This thesis tested the hypothesis that the capacity of a community to support a newspaper can be predicted by analysis of its service structure.

1968. Sterling, John Carl. "Communication Techniques Used to Reach the Low and the High Socio-economic Urban Teenager," The American University.
This thesis analyzes questionnaire responses of Washington, D.C., teenagers to their out-of-school activities, use of 13 communication channels.

Journalism Quarterly

1972. Atwood, Erwin and Starck, Kenneth. "Effects of Community Press Councils: Real and Imagined," 49:230-8.
Explores whether the press council leads a publisher "to a greater awareness of the need for responsible press performance," and whether the press council "increases esteem and understanding of the newspaper" among readers and members.

1971. Larson, Carl. "The Struggle of Paddock Publications Versus Field Enterprises," 48:700-6; 713.
Details the struggle of Paddock papers with the Field papers, the "Trib," etc. Market research is the key, the author contends, that kept Paddock in circulation. Lists four conclusions stating the influences of the Paddock success on modern journalism.

1971. Peters, Glen W. "The American Weekly," 48:466-7.
Documents the rise, decline and fall of the "American Weekly" supplement of the Hearst papers.

1968. Olien, Clarice and Donohue, George. "The Community Editor's Power and the Reporting of Conflict," 45:243-52.
Article gives statistical support for the hypothesis that the community press frequently tends to protect community institutions rather than report the disruptive side of public life.

Journalism Quarterly (con't)

1967. Sim, John Cameron. "Community Newspaper Leadership: More Real Than Apparent?" 44:276-80.
Editor and publisher are largely neglected as an important part of the local power structure, according to the author. Lists reasons in detail.

1966. Edelstein, Alex and Contris, Joseph. "The Public View of the Weekly Newspaper's Leadership Role," 43:17-24.
Study compares the attitudes of "elites" and the general population toward the leadership role and performance of the weekly newspaper.

1966. Sim, John Cameron. "Decline in Weeklies' Numbers Starts From Misleading Peak," 43:121-4.
Statistics of the late 19th and early 20th centuries indicated an erroneously high number of weeklies for that period.

1965. Miller, Boyd L. "More Dailies Zoning For Suburban Readers," 42:460-62.
Statistical article concerning the perils of suburban newspapers on the metropolitan papers. Offers comment on the attitudes of publishers about the concept of zoning, list of earliest newspapers to use zoning. Based on author's thesis: "The Effects of Suburbanization on Detroits Metropolitan Newspapers."

1964. Greenberg, Bradley S. "Community Press As Perceived by Its Editors and Readers," 41:437-440.
Research of editors of weekly newspapers and people who read both a weekly and daily paper to determine their views of the "ideal" weekly paper. Differences between the views of editor and readers discussed.

1962. Peterson, William and Thorp, Robert. "Weeklies Editorial Effort Less Than 30 Years Ago," Winter:53.
Study of 215 non-dailies in Iowa: Only 41% have editorial pages compared to 63% in 1930. Only 27% of the weeklies under 2,500 had editorials. Documented with four tables.

1961. Kerrick, Jean S. and Griffin, Phillip F. "Advantages and Disadvantages of Weekly Newspaper Work," Winter:79.
Results of a "job satisfaction" questionnaire of newsmen working for weekly newspapers. The questionnaire was concerned not with how the individual does his job but how he views his job.

Nieman Reports

1970. Clay, Grady. "The Death of Centrality," December.
How the city press must cope with a decentralized city.

Printers Ink

1961. "Suburban Papers Team To Increase Ad Sales," 275:15, May 5.
A statement of goals by newly formed Suburban Press Foundation Inc., and the Southern California Local Area Newspapers Inc.

The Quill

1963. Byerly, Ken. "Circulation Growth 30 Times Greater For Community Papers Than Big Dailies," 63:8, July.
Besides the title figure, shows many other statistics demonstrating the growth of suburban papers and the corresponding figures for the metros.

1963. Studer, Robert. "Street Edition...A New Trend In The Suburbs," 63:12, March.
A look at how the Alhambra Post Advocate, a suburban paper in California, competes in street sales with Los Angeles Metropolitan papers.

1962. Serrill, T.A. and Schwenn, Edwin G. "Grassroots Journalism," 62:28, November.
An optimistic look at recent trends in American newspapers. Slight reference to growth of suburban press.

1962. Dulaney, William. "Suburban Readers To Know The Answers," 62:8, May.
Detailed article based on surveys reports topics that most need more news coverage in the suburban press.

1961. Hayes, Charles E. "Journalism Grows New Roots In Suburbs," 61:6, September.
Written by the executive editor of 14 suburban newspapers published by Paddock Publications Inc., in Arlington Heights, Ill. Gives a general picture of the status of the suburban press in 1961.

Sales Management

1970. "Big Payoff in Small Markets," 104:25-8, February 15.
Reasons for and profits resulting from the growth of suburban newspapers.

Saturday Review

1963. Sullivan, W. "Weekly Newspaper; Commitment in Suburbia," 46:74-5, November 9.
Weekly suburban editor tells of his efforts to improve his newspaper.

Time

1966. "Spreading Suburban Daily," 87:43, February 4.
Written the week of the first Arlington Day. Gives background of the Arlington Heights' reading public, reasons for the paper, etc.

1964. "Sale in Suburbia; Nine Macy Papers Sold To Gannett Newspapers," 83:52, April 10.
Sale of the Macy chain of newspapers to Gannett Newspapers.

U. S. News

1966. "Wind of Change for Newspapers: Are Newspapers Fading? Some Big City Dailies Are in Trouble, But Smaller Papers Boom," 60:67-9, April 25.
Information about newspapers in general, about one-fourth of which is concerned with suburban press--mostly statistical growth over a 25-year period.

New York Times

1973. "Charges Dismissed Against Community Newspaper," 86:3, March 16.
Trenton magistrate L. Leventhal on March 15 dismisses charges against Rank and File, volunteer community newspaper, declaring the paper's constitutional right to free press overrides police charges that its distribution on streets constitutes a public nuisance.

1967. "Publisher Charges San Francisco Paper With 'Unlawful Combination and Conspiracy,'" 16:1, July 29.
San Mateo (Calif.) Times publisher J. H. Clinton charges San Francisco Chronicle-Examiner joint operation hurts suburban competitors through "unlawful combination and conspiracy."

Wall Street Journal

1972. "Home Town Press, Suburban Newspapers Find News and Profits in Cities' Outskirts: Journalistic Quality Improves As They Turn From Fluff to Serious Local Issues," p. 180, Col. 1, November 14.
Explains growing significance of suburban press to reader, local and national advertiser. Uses Paddock Publications and ComCorp in specific examples.

Wall Street Journal (con't)

1971. L. A. Citizen News, Six Other Papers Reappear," pg. 8, col. 2, July 1.
Los Angeles Citizen News and six weekly papers in the Los Angeles area, all of them owned by Lammot du Pont Copeland Jr., are scheduled to reappear on newsstands again July 1 after nine months in bankruptcy proceedings.

1969. "New Suburban Chicago Daily," pg. 12, col. 4, May 19.
Day Publications Inc. to publish new daily, The Northwest Day, to serve 13 Chicago area communities beginning June 9.

1969. "Suburban Newspapers Near Chicago Multiply in Frequency, Number," pg. 12, col. 3, February 26.
Paddock's papers to go from tri-weekly to daily. Gives summary of newspaper competition in Chicago's northwestern suburbs.

1968. "Suburban Bonanza: Long Island's Newsday Gets Fat, Respectable As Area Prospers; Publisher Moyers Beefs Up Tabloid, Lends His Fame," pg. 1, col. 1, December 2.
How Newsday has evolved over 30 years; how it competes with other Long Island dailies; policies of its past and current editors and publishers.

1967. "Tribune Co. To Publish Thrice-Weekly Tabloid Size Newspaper For Distribution in Chicago's Western Suburbs," pg. 10, col. 3, February 6.
Announcement of the start of publication of "The Trib" to appear as a suburban section of the Chicago Tribune.

1966. "Field Enterprises Plans Venture," pg. 4, col. 4, January 18.
Field Enterprises Inc. plans new daily paper for Chicago's suburban Arlington Heights.

Miscellaneous

1974. "A First Measurement of the Suburban Newspaper Household and Reader," (262 E. Illinois St., Chicago).
Report sponsored by Suburban Newspaper Research Center presents the findings of a broad-scale readership study, conducted in 1972 for suburban newspapers.

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Suburban Press Research Series No. 17, March 1975

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ADDITIONAL ENTRIES

Produced by the Suburban Press Research Center

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Acting Coordinator

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William H. Over, President of the Suburban Newspaper Research Center, Suburban Newspapers of America, hails the report as "absolute proof of the strong position of suburban newspapers in the national marketplace."

1973. "225 Publishers Are Enrolled in New Suburban Press Group," 106:1, p. 18, January 6.
Kenneth R. Ketcham, Executive Director of Suburban Newspapers of America, is optimistic about future of suburban press, cites immediate goals.

1972. "Study Will Probe Influence Level of Suburban Press," 105:45, p. 27, November 4.
Suburban Newspapers of America's Suburban Newspapers Research Center launches a national survey designed to plumb the depth of influence and acceptability of suburban newspapers in the United States.

1972. "Suburbans Plan Study of Their Reader Impact," 105:22, p. 16, May 27.
Suburban Newspapers of America announces study to construct a recognized and acceptable national profile of member suburban newspapers; to measure their community impact; to examine the life-style of their readers, and to measure their advertising effectiveness.

1972. "Shopping Center Press Foreseen by AP Expert," 105:10, p. 34, March 4.
Minipresses turning out copies of the local newspaper in shopping centers are envisioned by David L. Bowen, Director of Communications for the Associated Press.

1971. Walker, Jerry Jr. "Suburban 'Rep' Sets Sales Goal: $50 Million," 104:27, p. 22, July 3.
U. S. Suburban Press, Inc., launches attempt to group papers into markets that can be sold to national advertisers as a "network." (National advertising in suburban papers has not kept up with circulation growth.) Goal is $50 million by end of 1976.

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Editor and Publisher (con't)

1971. Healey, Gerald B. "Expansion Moves Made To Meet Suburban Sprawl," 104:18, p. 28, May 1.
Keen competition coupled with suburban sprawl prompted the Elgin (Ill.) Daily Courier-News to branch out with area offices and weekly shoppers in five locations. Result: 15 per cent circulation increase in one year.

1971. "Philadelphia Suburb Gets Morning Daily," 104:7, p. 13, February 13.
Story behind Montgomery Publishing Co., Fort Washington, Pa., converting its Philadelphia suburban weekly, The Montgomery Post, into a morning daily.

1970. "How Los Angeles Times Produces Satellite Paper," 103:23, p. 18, June 6.
Story behind development by Los Angeles Times of a publishing concept that combines the best features of a major metropolitan newspaper with integrated coverage of a suburban area.

1970. "Two More Weekly Papers Started in Atlanta Area," 103:31, p. 44, August 1.
Neighbor Newspapers, Inc., publisher of 22 newspapers in metropolitan Atlanta, begins publication of two more.

1969. "19th Weekly Started for Atlanta Suburbs," 102:19, p. 72, May 10.
Neighbor Newspapers, Inc., publisher of 18 newspapers in suburban Atlanta, added a 19th weekly newspaper - the North Atlanta Neighbor.

1968. "Field To Start Another Daily," 101:33, p. 9, August 17.
The Des Plaines Day, the third daily newspaper to be launched by Field Enterprises in the Chicago suburbs, makes its debut Aug. 26.

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A race for readership has started in Arlington Heights, Il. with the entry of a new daily - The Arlington Day (Day Pub., Inc.). Initial response has been favorable. However, its competition The Herald (Paddock Pub.), has circulation study and intense telephone solicitation planned. Only time will tell the real success of the Day.

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Editor and Publisher (con't)

1966. "Suburb Coverage Changes; More News, Less Chit-Chat," 99:51, p. 11, December 17.
Subject matter in small-town newspapers is changing from personals to hard news and features, according to a survey of 21 newspapers in New England. The result is a switch from part-time correspondents to full-time reporters, often operating from bureaus.

1964. "Suburbans' Editorial Costs Viewed," 97:42, p. 81, October 17.
Editorial budgets are prime topic at Suburban Press Foundation conference in Chicago. Viewpoints of both a publisher and an editor are given.

Chicago Journalism Review

1969. "The Field Barony in Suburbia," 2:10, p. 15, October.
An inside look at Day Publications, Field Enterprises' Chicago suburban subsidiary. Written by a Day newspapers' copyreader.

ENTRIES THAT COULD NOT BE ANNOTATED DUE TO LACK OF AVAILABILITY OF PUBLICATION:

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1971. Dole, William P. "SNA: Getting Into Gear," 89:11, p. 26, September.

1971. "Are Suburban Markets About to Cross the 'Threshold?'", 89:9, p. 32, July.

1971. "Two Years in Review: How is the Giant Doing in Suburbia?", 89:7, p. 8, May.

1969. "Time Inc. and the Suburban Anatomy," 87:6, p. 21, April.

1969. "Chicago Suburban Competition Intensifies With Paddock Move To Daily," 87:5, p. 21, March.

1969. "Community Papers Play Pivotal Role in Our Society," 87:4, p. 21, February.

1969. "2,000 More Suburban Papers in Next 20 Years," 87:3, p. 25, January.

1968. "A New Day in Exurbia," 86:11, p. 25, September.

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